

## Client Management (CL)

CL: Perform Population & Client Outreach Process				
Item	Details			
<b>Description</b>	<p>The <b>Perform Population and Client Outreach</b> business process originates internally within the Agency to identify and notify prospective and current clients about BH programs and services; create and provide linguistically and culturally appropriate information and educational materials to those same clients; and monitor outreach efforts and effectiveness. Client data is analyzed to develop outreach methods and materials and to target specific populations.</p> <p><b>NOTE:</b> The <b>Perform Population and Client Outreach</b> process targets both prospective and current client <i>populations</i>. The <b>Manage Client/Applicant Communication</b> process provides assistance and responses to <i>individuals</i>.</p>			
<b>MITA Reference</b>	<p>Source Process Name: <i>Perform Population and Member Outreach</i>            Source Process Business Area: <i>Member Management</i>            References: Part 1 Appendix C, Business Process Model Details            Part 1 Appendix D, Business Process Capability Matrix Details  <a href="http://www.cms.hhs.gov/MedicaidInfoTechArch/04_MITAFramework.asp">http://www.cms.hhs.gov/MedicaidInfoTechArch/04_MITAFramework.asp</a></p>			
<b>Sample Data</b>	<p>Population health data            Accountability and quality measure data            Service data: Services and provider types; program policy; and provider/contractor information</p>	<p>Client demographics and service history            Client social, functional, clinical, and financial data            Provider/contractor data, such as type, location, language, availability.</p>		
CL: Perform Population & Client Outreach: Maturity Levels				
Level 1	Level 2	Level 3	Level 4	Level 5
<p>Outreach and education materials are manually prepared and updated. Agencies use TV, radio, and newspaper advertisements to distribute materials and messages. Outreach across multiple, siloed programs is uncoordinated, and linguistic and cultural sensitivity is lacking. Quality and consistency of outreach and education efforts is variable.</p> <p>This Level complies with agency requirements.</p>	<p>Increased use of agency standards for client data improves identification of gaps in client outreach. Agencies add Websites, TV, radio and other media to their outreach methods and can distribute electronic outreach information and messages where viable. Standard outreach information is maintained and available to clients via a Web portal.</p> <p>This Level includes additional data and quality edits</p>	<p>At this level, current and prospective client s can access outreach information available via state Web portals from any service location. Outreach is coordinated with other state agencies using BH-MITA and MITA standard data and interfaces. Automated translation and repositories of cultural and competency appropriate statements facilitates material development.</p> <p>At this Level data is standardized against HL7 RIM.</p>	<p>Client outreach is coordinated regionally, multiagency in scope, and facilitated through HIEs statewide. Clinical and administrative information can automatically trigger outreach and educational material to be sent to the client and/or the provider/ contractor. Outreach materials are automatically generated and sent in response to electronic requests.</p> <p>This Level adds clinical data.</p>	<p>The business process is national in scope, based on analysis of clinical, demographic, and socio-economic indicators and shared among other BH agencies and public programs. Client outreach is facilitated through HIEs nationally. Nationwide collaborations streamline outreach and education to clients anywhere in the country.</p> <p>This Level adds nationwide technical interoperability.</p>
<p><b>VA As Is 2010:</b>            All CSBs are operating in a Level 1. Some CSBs</p>	<p><b>VA As Is 2010:</b>            Some CSBs are more automated and use standards</p>			

receive help from the counties for outreach distribution. The Facilities are at a Level 1.	for outreach. Level 1 and Level 2 varies across CSBs.			
	<b>VA To Be 2010:</b> All Facilities and CSBs would like to use standards and move towards a Level 2 maturity.			
<b>Automation</b>				
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
All/mostly paper	Internal processes mostly automated	Internal agency processes/interfaces mostly automated	External agency processes/interfaces mostly automated	Non-state entity processes/interfaces mostly automated
<b>VA As Is 2010:</b> Most CSBs are operating at a Level 1. All Facilities are mostly paper.	<b>VA As Is 2010:</b> A few CSBs use automation at this level.			
	<b>VA To Be 2010:</b> All Facilities and CSBs would like automation for processes.			
<b>Standards</b>				
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
Use few or no national standards	Internal processes use national standards	Internal agency processes/interfaces mostly use national standards	External agency processes/interfaces mostly use national standards	Non-state entity processes/interfaces mostly use national standards
	<b>VA As Is 2010:</b> For the CSBs their communications follow standards and they follow the ADA guidelines. Interfaces with the CSBs and Facilities are using state standards established for Behavioral Health. Standards are used for data exchanges. The Facilities are compliant with the standards.			
		<b>VA To Be 2010:</b> All parties would like to use national standards and move towards Level 3.		

<b>Cross Coordination</b>				
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
Little/no coordination across processes or with other programs	Internal agency operational processes coordinated	Internal agency program processes coordinated	External agency program and operational processes coordinated	Non-state entity program and operational processes coordinated
<b>VA As Is 2010:</b> Some CSBs and all Facilities are at a Level 1 with little coordination between programs or processes.	<b>VA As Is 2010:</b> Some CSBs are coordinating processes internally.			
	<b>VA To Be 2010:</b> Move towards obtaining Level 2 coordinating processes internally.			
<b>Client Data</b>				
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
Little/no access to client specific data	Internal processes have access to client specific data	Internal agency processes have access to client specific data	External agency processes have access to client specific data	Non-state entity processes have access to client specific data
	<b>VA As Is 2010:</b> CSBs are operating at a Level 2 where internal processes have access to client specific data.			
		<b>VA To Be 2010:</b> CSBs want to move towards Level 3 automation.		
<b>Interoperability</b>				
<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>
None	Limited interoperability internally or limited to claims processing systems	Interoperability with internal agency systems other than claims processing	Interoperability with external agency systems other than claims processing	Interoperability with non-state entity systems
<b>VA As Is 2010:</b> All participants at a Level 1. CSBs use many Level 2 processes.				
	<b>VA To Be 2010:</b> All participants want interoperability among systems.			